



VISIT OUR FURNITURE STORE, ACROSS THE STREET

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Mammoth Challenge Sale

The
Greatest
Sale
of Our
Career

**40 Cakes of
IVORY SOAP 6c**
2 Cakes . . . 6c

THIS COUPON and
60 for TWO regular 6c
cakes of Ivory Soap.
Not more than two
cakes to each buyer.
Soap Dept. (T)

\$1 CORSETS
Challenge Sale
Price 66c

Popular makes of corsets, including R. & G. P. N., C. B. and Thompson's Glove Fitting; made of fine quality materials, in excellent models, with long or medium hips. Well boned and finished with heavy hose supporters.

All sizes in the lot. Challenge Sale price, 66c.

STORE HOURS: Open 8:45 A.M.; Close 5:45 P.M.

"IT PAYS TO DEAL AT GOLDENBERG'S"

Goldenberg's

BOTH SIDES OF 7th. AT E STREET

"THE DEPENDABLE STORE"

Hemmed Domet Flannel Diapers, size 27x27; in sealed cartons of one dozen. Regular price, \$1.00. Challenge Sale price, 59c

Linen Dept., 1st Floor.

A Ribbon Challenge
Values Up to 30c Yd. **15³/₄c**

A big bargain table filled with ribbons of the finest quality, up to 6 inches wide, including handsome high lustrous satins, moirés, Dresdens, stripes and a large assortment of fancy ribbons.

In every new and wanted shade, such as pink, light blue, red, mauve and other colors.

All the most desirable kinds for fancy work, hair bows and mashes. Challenge Sale price, 15³/₄ a yard.

Here It Is—The Challenge Sale's Most Wonderful Garment Event In Which Are Offered 1,500 Women's Fall Suits POSITIVELY WORTH UP TO \$25 AT



The mere announcement of this seasonal TEN DOLLAR SUIT SALE should stir the buying enthusiasm of every woman who has a fall suit to buy. We have in previous sales demonstrated our ability to offer unrivaled values, but in this great Challenge Sale we have outdone every previous record and created the greatest suit buying opportunity ever known, with values even greater and assortments of styles and materials far superior to any ever found in a similar sale.

Every accepted mode of the season is here for your selection. All are brand-new, perfectly tailored garments that will please the most particular woman.

The collection includes Suits of Fur-trimmed Poplin, Fur-trimmed Gabardine, Fur-trimmed Whipcord, Velvet-trimmed Serge, Plain Tailored Gabardine, and Novelty Mixtures, in an endless variety of the season's smartest models.

New Sport Suits . . . Jaunty Skating Suits . . . Military Effects . . . Box Coats . . . New Norfolk Russian Blouses . . . New Tailored Suits.

All the preferred colors, such as Copenhagen, African Brown, Russian Green, French Blue, New Gray, Navy Blue, and Black. A complete range of sizes for misses and women in the lot.

\$10

A Challenge Sale Feature Extraordinary! One Dollar Sale of Footwear

1,200 pairs of Women's, Misses' and Children's Fall Shoes. Worth \$2.00 to \$4.00 a pair in the Most Amazing Sale on Record



This great DOLLAR SALE stands out as one of the biggest shoe selling events of the year—a sale that cannot fail to interest every shrewd buyer. It's the semi-annual clean-up of all broken lines, oddments and remainders from special purchases. There are about twelve hundred pairs of shoes in the lot for women, misses, and children, in all the season's most desirable styles and best leathers—good, sturdy, serviceable kinds that you want now for cold weather wear. Come early tomorrow and supply your own footwear needs and those of the youngsters from this wonderful Challenge Sale at ONE DOLLAR a pair!

500 pairs of Women's High Shoes, in button, blucher and lace styles, of Patent Colt, Gun Metal, Vici Kid and Tan leathers; hand sewed and hand turned soles; high or low heels.

300 pairs of Misses' and Children's High Shoes, of Patent Colt, Gun Metal and Vici Kid leathers, in good, comfortable last and serviceable qualities.

300 pairs of Little Boys' Shoes, of Patent Colt, Gun Metal and Calf leathers, in button and blucher styles. All sizes in the lot, but not every size of each style.

**Men's \$2.50
Corduroy Pants
\$1 a pair**

100 pairs only of these serviceable quality Corduroy Pants to sell at a dollar a pair. Good heavy cord, in drab color—strongly worn to withstand rough wear. Guaranteed not to rip.

All sizes from 32 to 42.

Men's Clothing Dept., 4th Floor.

**Men's and Women's
Rainproof Umbrellas
at \$1.29**
Worth up to \$2.00

Men's and women's fine quality silk taped Taffeta and Gloria Umbrellas, warranted rainproof, in 36 and 38-inch sizes, with paragon steel frames. Splendid assortment of handles, including sterling silver and fancy metal trimmed effects, in hardwood missions, plain and fancy carved and natural woods.

Challenge Sale price, \$1.29 each.

**Challenge Prices on
Handkerchiefs**

Women's and children's Hem-stitched Handkerchiefs, in plain white hemstitched and neat checked and cross barred dimities. Limit—one dozen to a buyer. Challenge Sale price, each . . . 1¹/₂c

Men's Pure Japanese Silk Handkerchiefs, with fancy borders, good assortment of beautiful patterns, in solid color, figured, striped and novelty effects, with wide or narrow hemstitched borders. Worth 50c and 75c each. Challenge Sale price . . . 25c

Stationery Leaders

Steamboat Playing Cards, sold regularly at 10c . . . 5c

Linen Envelopes, 35 in package, four packages for . . . 10c

Fibre Lunch and Shopping Cases, with metal clasp, re-lined 25c top . . . 25c

Tally Cards, printed in colors; worth 15c and 20c dozen . . . 5c

Nonpareil Kodak Albums, size 7x5x10 inches; 10 leaves; title in gilt letters. Sold regularly at 50c each . . . 29c

(Limit two to buyer.)

**Sale of Maker's Samples of
"Onyx" Hosiery**

TRADE MARK

For Misses and Children
Values worth up to 50c a pair **17c**
Three Pairs for 50c.

Because we are the largest distributors of "Onyx" Hosiery in Washington the makers naturally favored us when it came to dispose of their samples. No need to comment upon the high standard for excellence and quality of hosiery bearing the famous "Onyx" trademark—every woman knows its fame and will welcome this opportunity to supply the children's needs at this big saving.

Being samples, there's a large assortment of styles, including fine Lisle, Mercerized Lisle, Silk, Plain Gauze, and Maco Cotton, in black, tan, white, pink, blue, etc. Those who come early will find misses' Flat Silk Embroidered Stockings, worth 75c a pair, in the lot, as well as other stockings worth up to 50c a pair.

Full fashioned and seamless feet, double sole, heel and toe; right weights for now.

Every pair with the famous "Onyx" trade mark stamp.

Sale price, 17c a pair, or three pairs for 50c. Not more than three pairs sold to each customer.

Women's Pure Silk Hosiery, full fashioned foot, double sole, high apliced heel and toe, garter tops; fast black only; medium and heavy weights; subject to slight imperfections. Regular \$1.50 and 69c

Women's Pure Silk Hosiery, full fashioned foot, double sole, high apliced heel and toe, garter tops of lisle or silk, black and colors. Subject to slight imperfections. \$1.00 values. Challenge Sale price 49c

Women's Fibre Silk Hosiery, seamless foot, double sole, high apliced heel and toe; garter tops; good elastic quality; in black and colors. Regular 50c values. Challenge Sale price 29c

Manufacturer's Mended GLOVES
For Boys and Girls, Worth
Up to 75c pair, . . . **38c**

These gloves were returned to the maker because of a ripped seam, other slight fault, and after being skillfully repaired were sold to us by the maker at a big concession. They are now stronger and more serviceable than ever.

Included are boys' and girls' kid and mocha gloves, lined and unlined; also mittens with fur tops, warmly lined. Choice of black, tan, and gray. Challenge Sale price, 38c pair.

Challenge Sale of Men's Wear Underwear, Sweaters and Shirts at Prices That Represent Big Savings

MEN'S 50c HEAVY-WEIGHT SANITARY FLEECE-LINED UNDERWEAR,
shirts and drawers to match; all sizes. Challenge Sale price . . . 31c

Men's \$1.00 Natural Wool Underwear, shirts finished with flat welt neck, drawers made with set in seat. Challenge Sale price . . . 49c

Men's \$1.00 "Wonderwear" Winter-weight Ribbed Balbriggan Underwear, shirts with French neck and saten fronts drawers with knitted thread through and seat, assuring double service. Challenge Sale price . . . 55c

Men's "Setanug" and "Hudson Mills" Union Suits, heavy white ribbed cotton; patent closed crotch. Worth \$1.00 each. Challenge Sale price . . . 65c

Men's "Norfolk and New Brunswick" Merino Underwear, medium weight; gray and cream colors. Shirts and drawers to match; sizes up to 50. Worth \$1.00. Challenge Sale price . . . 50c

Men's 75c and \$1.00 Negligee Shirts, of genuine Harmony percale, mercerized cloths and madras. Laundered or stiff cuffs. Challenge Sale price . . . 39c

Men's \$1.25 Y. K. & Y. Sweaters, new weaves; in blue and gray; made with V shaped necks. Challenge Sale price . . . 69c

Men's \$2.00 Worsted mixed Coat Sweaters, in dark gray; made with V necks. Challenge Sale price . . . 98c

Men's \$4.00 Notail Sweaters, medium weight; or heavy woolen styles; V shaped necks and guaranteed buttonholes. In light and dark Oxford, maroon, navy blue, and brown. Challenge Sale price . . . \$2.69

Men's \$5.00 and \$6.00 Sweaters, all wool shakerknit or cardigan stitch styles. V necks or full roll collar styles; Notail make. All the most desirable shades. Challenge Sale price . . . \$3.65

52-Inch All-Wool Broadcloth
Regular \$1.25 Grade at . . . **79c**

One of the most favored materials for fall and winter suits and dresses—a fine all-wool twill back broadcloth, with rich lustrous face, 52 inches wide. The assortment includes black, navy blue, midnight blue, brown, Russian green, Belgian blue, plum, etc.

79c a yard is the Challenge price for these handsome all-wool imported Broadcloths, selling regularly at \$1.25—match it if you can!

50 inch Black Storm 44 inch All Wool Imported Henrietta, a rich lustrous fine twill grade, woven, double twill in black and all wanted shades. Worth \$1.00. Regular price 90c yard. Challenge Sale price, 39c Yd.

54 inch Winter weight Coatings, including plain colored chinchilla, boucle, plaid back, sport plaids, wide wale freize and fancy mixtures. Regular price \$1.50 yard. Challenge Sale price, 59c Yd.

54 inch Winter weight Coatings, including plain colored chinchilla, boucle, plaid back, sport plaids, wide wale freize and fancy mixtures. Regular price \$1.50 yard. Challenge Sale price, 79c Yd.

Children's Warm Winter COATS
Sizes 2 to 6 Years; **\$2.98**
Challenge Sale Price

Think of buying your little daughter's winter coat at such a price—every thrifty parent will surely want to share this wonderful value. Made of heavy soft chinchilla cloth, in medium gray, with belts, pocket, and fine button trimmings. Also heavy cloth and zibeline cloth coats in the lot. Warmly lined and well tailored.

Sizes 2 to 6 years.

Juvenile Dept., 3d Floor.

**Challenge Prices on
Small Wares**

Imported Steel Scissors, all sizes; the well-known K. B. brand. Regularly 25c . . . 19c

Jet Head Hat Pins, regularly 1c each. One dozen for . . . 5c

Cable Elastic, three-quarter yard strips, regularly 10c . . . 5c

Inside Dress Belting, black or white, regularly 10c yard . . . 5c

Nickle Beard Pins, one dozen on card, 3c kinds . . . 1¹/₂c

Women's Sew-on Hose Supporters, rubber buttons; regularly 10c pair . . . 5c

Asbestos Iron Holders, stockinet covered, 5c kinds . . . 3c

Six yard pieces of Hina Beam Tape, regularly 5c each. Two pieces . . . 5c

6c Tomato Pin . . . 3c

Cushions . . . 3c

Five-yard rolls of Skirt Braid, black only; the value . . . 4c

Darning Cotton, black or white, spool . . . 1c

Kirby Beard Needle Hooks, contain good assortment of English needles . . . 10c

Black Sewing Silk, 100 yard spools, regularly 5c . . . 2¹/₂c

\$7 Felt Mattresses
Challenge \$3.95
Sale Price

The makers have guaranteed the weight, yet we offer these heavy-weight, full 50-lb. Elastic Felt Mattresses at a price that challenges comparison with any ever offered at anywhere near the price.

Made in one or two piece styles, with tape bound or roll edges; covered with heavy-weight art ticking, in pink, blue or tan. All sizes—2 ft. to 4 ft. 6 in.

4th Floor—Main Store.

**A Wonderful Challenge Sale
Offering of
Men's Fall Suits**
Regular \$10 Values at . . .

This great FIVE DOLLAR SALE of Men's Fall and Winter Suits will prove a magnet to attract economy-wise clothing buyers to our Men's Clothing Department tomorrow. Think of buying new and stylish suits, well tailored and perfect fitting, at such an amazingly low price. Unquestionably this is one of the most remarkable values ever offered in our history.

They consist of Wool Cassimeres, Cheviots, Tweeds, and Worsted, and come in a good assortment of neat serviceable patterns, including brown and gray plaids, fancy mixtures, dark mixtures, and plain blue.

Lined with best quality Venetian cloth, or serge.

Sizes 32 to 42 in the lot. Be here early for first choice of these regular ten dollar suits for FIVE DOLLARS.

**\$10 and \$12.50 \$6.25
Overcoats at . . .**

50 Men's and Young Men's Overcoats, consisting of Balmorons and regular cut coats, in browns, grays, and fancy mixtures. Made of all wool materials. Sizes 32 to 37 only. Challenge Sale price, \$6.25.

Men's "Slip-on" Raincoats, made of wool Cassimere, double texture cloth, with plaid back, and satin yoke. Sizes 34 to 42. Regular \$10.00 and \$12.00 values. Challenge Sale price . . . \$5.85

Men's Clothing Dept., 4th Floor.

12¹/₂c Daisy Outing Flannel
In All Plain Colors, Challenge **7³/₄c**
Sale Price

A big special lot of the plain-color Daisy Outing Flannel, heavy weight, with soft, permanent fleece—the most desirable material for making women's and children's warm winter garments.

Choice of white, light blue, pink, cream, gray, etc.

The regular 12¹/₂c grade for the Challenge Sale at 7³/₄c yard.

Standard Apron Gingham, in blue, brown, and green checks. Fast colors. Sold regularly at 8c yard. Challenge Sale price . . . 5¹/₂c

36-inch Percales, white grounds with 27-inch Outing Flannel, a heavy neat figure, stripes and dots. Worth 10c yard. Challenge Sale price . . . 5¹/₂c

27-inch Outing Flannel, a heavy fleeced quality, in stripes and checks. Sold regularly at 12¹/₂c yard. Challenge Sale price . . . 6³/₄c

Skinner's \$1.50 Lining Satin
Every Yard Guaranteed 98c

This famous yard wide Lining Satin that every dressmaker knows and recognizes at the best at any price. Lowered for the Challenge Sale to 98c a yard. Every yard bears the maker's stamp. In black and full range of shades.

Tailors' Sateen, fine grade Egyptian yarn, closely woven; in light blue, turquoise, pink, peach, champagne, ivory and cream; one yard wide. Worth 25c yard. Challenge Sale price . . . 15c

Mill ends of Sleeve Linings, one-yard wide; light grounds with stripes of blue, lavender and black. Lengths from 1 to 4 yards. Worth 12¹/₂c and 15c yard . . . 8¹/₂c

Flannelette Gowns
at a Challenge Price
39c instead of 50c

Women's Flannelette Gowns, of good heavy weight, soft fleecy material, in neat stripes, with double yokes and braided trimmings. Full cut and nicely made. All sizes at 39c.

Women's Extra Size Flannelette Petticoats, of soft heavy gossamer material, in neat stripes, with double yokes and braided trimmings. Full cut and nicely made. All sizes at 29c.

Challenge Sale 50c & 75c

New Neck Ruffs
For 29c

Neck Ruffs of maille, chiffon, and crepe lisse—the fashion favorites of the season. Choice of white, black, street, and evening shades, in a variety of pretty styles, with ribbon trimmed ends. Challenge Sale price, 29c.

Angora Scarfs and Cap Sets, all wanted shades. Sold regularly at \$1.00 each. Challenge Sale price . . . 59c

Veiling, plain and fancy meshes, black and colors. Regularly 30c yard. Challenge Sale price . . . 8c

Pieces, of net, with ruffles of net, also of shadow and Oriental laces, in a variety of patterns. Regular price, 50c each. 29c Challenge Sale price . . . 29c

Auto Chiffon Vests, extra quality chiffon; full width and length; all desirable shades. Regular price, 75c each. Challenge Sale price . . . 44c

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